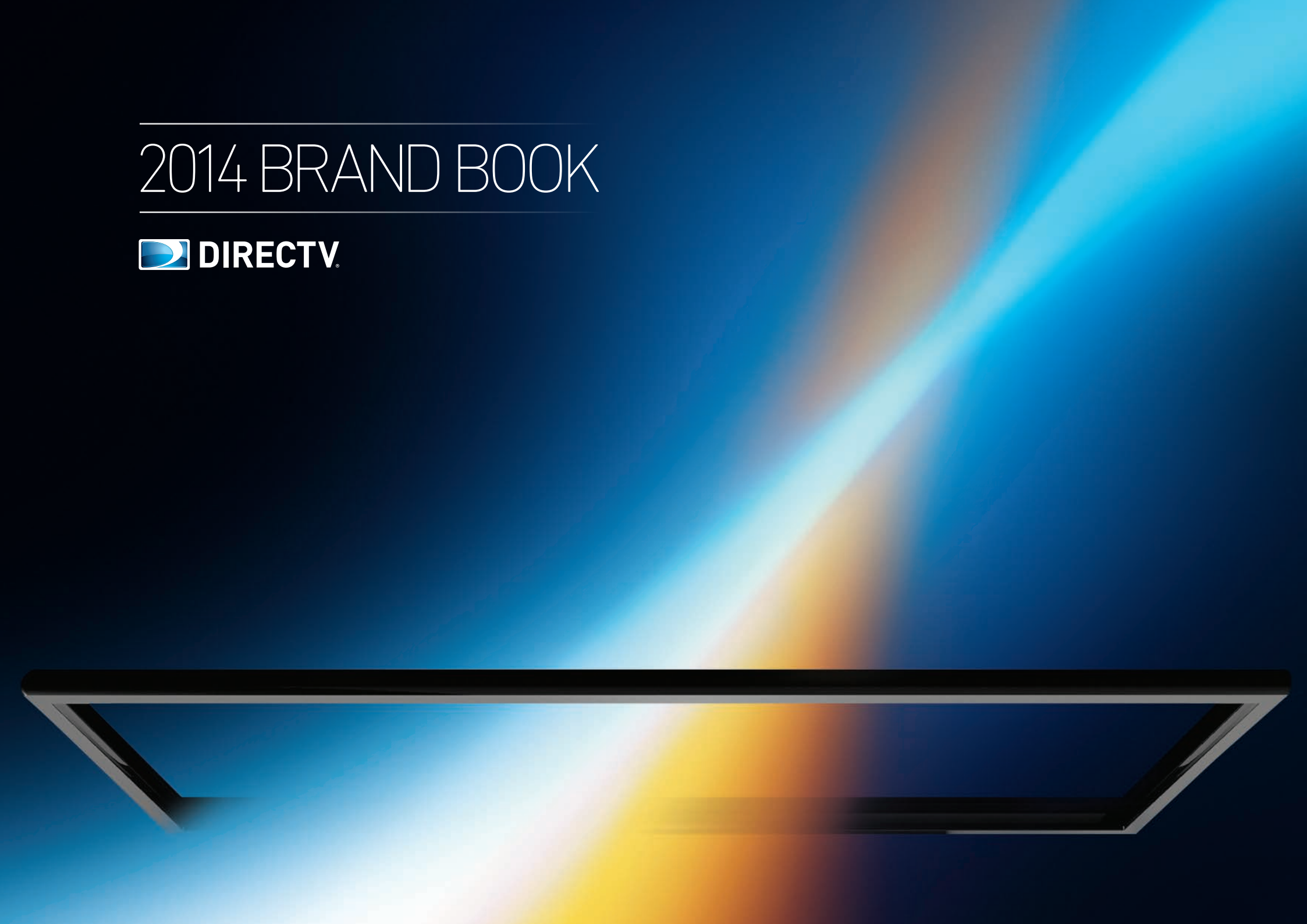
2014 BRAND BOOK

DIRECTV



You define our brand.

We're all responsible for communicating and nurturing the personality of our company. These guidelines are to help you champion the DIRECTV brand as it's portrayed in all media.

2014 Brand Book

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Authorized Dealer love. **(p39)**

If you have questions about the DIRECTV Brand Book, please contact:

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1 brand voice

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We Are a **Premium Brand**

Who we want to be:

Direct
Confident
Fun
Entertaining
A Great Value
Advanced

Who we don't want to be:

Cheap
Boring
Rude
Arrogant
Childish
Clichéd

"A brand is more than a logo. It's an idea that defines, inspires and transforms your business."

—Marty Neumeier

DIRECTV should be to television as:

BMW is to cars. Amazon is to customer service. Nordstrom is to retail. jetBlue is to airline culture. BOSE is to consumer electronics. iPod is to MP3 players. XBOX is to gaming. Nike is to athletic apparel. Google is to search engines.

DIRECTV

Google
BOSE
BMW
NORDSTROM
XBOX
jetBlue AIRWAYS
amazon.com

Our Vision and **Our Mission**

The ultimate video experience.
Whatever, whenever, wherever you want.

It's clear that as the industry leader, we need to define the future of television. Simply having the most full-time HD channels and being the dominant sports provider is no longer enough—not for us, and not for our customers.

Our mission is to continually transform the media landscape, delivering greater control, access, mobility and technical superiority.

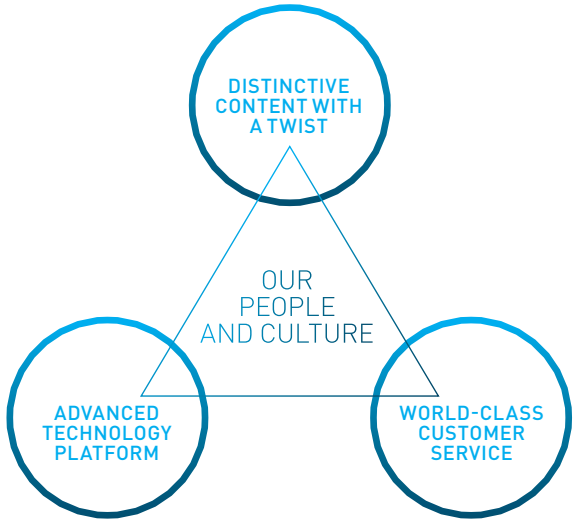
As specialists and fans, we live and breathe television. We are defined by our focus on service and reliability. As leaders, we must deliver original and exclusive entertainment options.

By combining diverse and compelling content, superior technology and greater control, we will continue to make DIRECTV the clear choice among entertainment enthusiasts—whenever and wherever they want it.

Distinctive Content with a Twist
Exclusive sports packages, superb original entertainment, one-of-a-kind interactive features.

Advanced Technology Platform
From satellites to interactive TV, our technology must be state of the art to constantly enhance the viewing experience.

World-Class Customer Service
We should provide nothing less than the best in every aspect of customer care. Why? Because we love TV as much as you do.



The DIRECTV **Brand Voice**

Clear. Confident. Benefit driven.

Writing about DIRECTV ranges from chest-pounding headlines to value-driven body copy. Although the writing challenges are wildly different with every project, what remains consistent is DIRECTV's voice. DIRECTV speaks to consumers as a leader. And while our tonality is authoritative, the content of our words must be clear and benefit driven. Everyone loves funny headlines, but they fall short of successful communication if customers don't know exactly what we're proposing. Always consider why the product matters to the customer, and frame the benefit to suit their needs rather than just using our own product name or jargon. A key to writing about benefits is that what a product **is** matters less than what the product **does**.

To access the most updated and approved messaging, visit the OMG! Offer Messaging Generator (omg.directv.com). This is our internal online portal that provides one location for messaging and consistency communications, including upcoming and current offers, offer positioning, messaging claims, new product sheets, style guides, legal blocks and more.

The DIRECTV **Tagline**

Don't just watch TV. DIRECTV.®

This is our tagline—the singular set of words that defines the ultimate television experience. With these words, we've established a standard we must live up to in every way.

The DIRECTV vision is to pursue being the best video experience, whenever and wherever consumers want it.

Our tagline maintains this best-in-class positioning, while also communicating that DIRECTV enables consumers to "direct" what, when and where they want to watch their video content.

Tagline Lockup
When combining the DIRECTV logo with our official tagline, please be sure not to run the phrase into the logo. "Don't just watch TV. DIRECTV.®" must be written out in full and separated from the DIRECTV logo.

Don't just watch TV. DIRECTV.® | DIRECTV

All trademarks are the property of their respective owners and are used here for illustration purposes only. Use of any trademark(s) in advertising or marketing materials must be approved by the respective owner(s).

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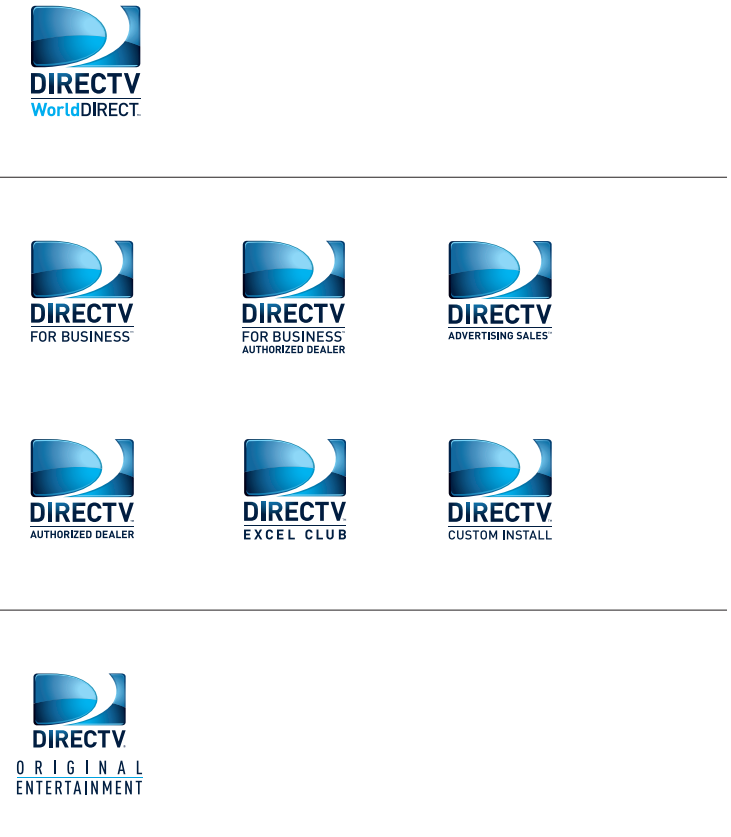
Logo Family: Main Brand & Brand Extensions

MAIN BRAND LOGOS

BRAND EXTENSIONS



Logo with **Variations**

The DIRECTV Logo

Adding additional visual elements, such as colors, boxes or any shapes other than the specified lockup artwork, will be a violation of the logo usage guidelines.

PLEASE DO NOT CREATE YOUR OWN VERSION OF THE LOGO OR ALTER THE LOGO FILES.

OUR MAIN LOGOS: VERTICAL ORIENTATION

FULL COLOR

2-COLOR

BLACK AND WHITE

Logo should be a minimum of 0.5 inches in height.

OUR MAIN LOGOS: HORIZONTAL ORIENTATION

The horizontal logo is now permitted in general usage in all media.

FULL COLOR

2-COLOR

BLACK AND WHITE

FULL COLOR KNOCK OUT

METALLIC

Style **Guidelines**

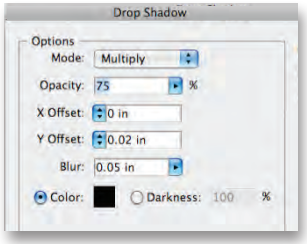
Best Practices

The DIRECTV logo looks best as the full-color version, so we encourage you to use it whenever possible.

In the past we've had a rule around the edge of the full-color DIRECTV logo. It may have been called a line, or border trap. We are no longer allowing the full-color logo to be used with a rule.

If you are using the new DIRECTV vertical logo on a white or light background, you now have the **OPTION** of using a drop shadow.

DROP SHADOW
With the logo at 2" wide, our recommended drop shadow is centered horizontally, offset vertically by 0.02", with a 0.05" blur, at 75% black.



The drop shadow is ONLY for the full-color vertical logo and MUST NOT be used with the 2-color or black and white logos.

FULL-COLOR VERSION WITHOUT DROP SHADOW
(For use on a white or light background)

OR

FULL-COLOR VERSION WITH DROP SHADOW
(For use on a white or light background)

Shadow should always have the proper amount of white space around it and never be obstructed.

2"

Drop shadow should be X offset=0, Y offset=0.02", with 0.05" blur.

MINIMUM CLEAR SPACE AREA
Our logo needs its personal space. Allow about as much space around the logo as the height of the letters "DIRECTV."

Examples of Good **Implementation**

Correct Logo Usage

Our logo should never be misrepresented in any application. It is important to use the logo in its proper color and version. In print or broadcast usage, it's a violation of the logo usage guidelines to add any visual elements, such as colors, boxes and outlines, or any shapes other than the specified lockup artwork. If you encounter complex backgrounds, do not improvise. Use the logos on this page to guide you.

As a rule of thumb, use the full-color logo whenever possible. Only use the 2-color or black and white logos on top of a background made of the same color breakdown.

VERTICAL LOGO ON WHITE BACKGROUND

Full-color logo on white background

2-color logo on white background

Black and white logo on white background

VERTICAL LOGO ON DARK BACKGROUND

For full-color background, use full-color logo.

For 2-color background, use 2-color logo.

For black and white background, use black and white logo.

HORIZONTAL LOGO ON WHITE BACKGROUND

Full-color logo on white background

2-color logo on white background

Black and white logo on white background

HORIZONTAL LOGO ON DARK BACKGROUND

For full-color background, use full-color knockout logo.

For 2-color background, use 2-color knockout logo.

For black and white background, use black and white knockout logo.

Do Not Use **Old** Logos

Any materials that use DIRECTV logos or trademarks require approval by the DIRECTV Brand Integrity Department.

This is the old logo.
DO NOT use this logo
under any circumstances.

This is an even older full-color logo
which hasn't been used in ages.
You should not reproduce it under
any circumstances whatsoever!

This is the oldest logo and is no longer
in use. It should not be reproduced
under any circumstances.

There is no type weight change between "DIREC" and "TV" to help the viewer read our name as one word and combat spelling errors.

Examples of What **NOT** to Do

Only use the logo provided; do not attempt to create your own version of the logo by changing the shape or content.

DO NOT modify the DIRECTV full-color logo or convert the full-color logo to black and white or grayscale.

DO NOT put a rule around the full-color logo.

DO NOT use 2-color or black and white logo with a drop shadow.

DO NOT use any other color scheme for the logo.

DO NOT change the color of the DIRECTV text.

DO NOT add extra white space around the logo.

DO NOT use the 2-color or black and white logo on a full-color background.

DO NOT use logo without the white box on any background.

DO NOT use square edges on the box.

Examples of What **NOT** to Do **(Continued)**

Only use the logo provided; do not attempt to create your own version of the logo by changing the shape or content.

DO NOT use the cyclone without the DIRECTV text underneath.

DO NOT place other copy under the DIRECTV text.

DO NOT use the logo within a sentence.

DO NOT break apart the DIRECTV logo or cyclone.

DO NOT break apart the DIRECTV logo or cyclone.

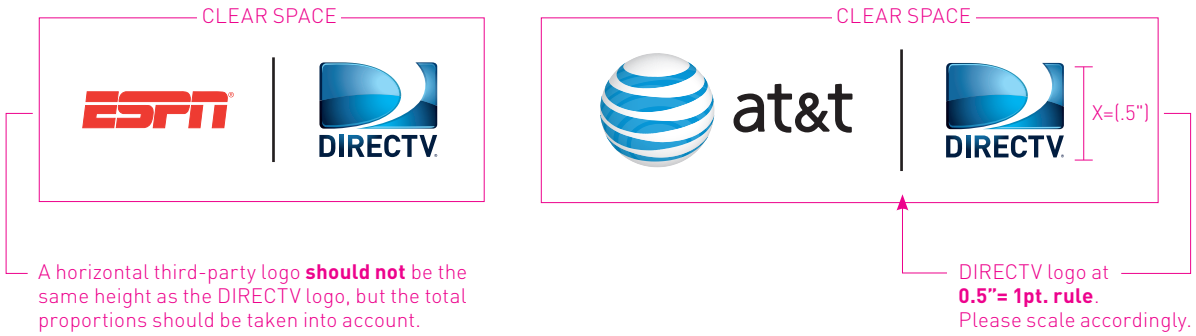
DO NOT break apart the DIRECTV logo or cyclone.

DO NOT break apart the DIRECTV logo or cyclone.

DO NOT break apart the DIRECTV logo or cyclone.

The Relationship with **Partner Logos**

Here are some examples of third-party partner logo combinations with the DIRECTV logo.
The total dimensions of the third-party logo cannot be greater than those of the DIRECTV logo.
Proportionately, the DIRECTV logo should always feel larger. The DIRECTV logo is always placed to the right and should be separated by a 1pt. rule with an equal distribution of clear space.


CLEAR SPACE
ESPN
DIRECTV
CLEAR SPACE
at&t
DIRECTV
X=(.5")
A horizontal third-party logo **should not** be the same height as the DIRECTV logo, but the total proportions should be taken into account.
DIRECTV logo at **0.5"= 1pt. rule**. Please scale accordingly.

ADDITIONAL EXAMPLES OF PARTNER LOGOS

AT&T | DIRECTV **Branding Guidelines**

Co-Brand Lockup

The co-brand lockup is used extensively in promoting the AT&T | DIRECTV offer and is the preferred branding for all AT&T | DIRECTV communications. The lockup communicates the co-branded relationship between AT&T and DIRECTV and leverages the high DIRECTV brand recognition.

Standard AT&T Product Logo

Separate logos are not preferred. Use the co-brand lockup wherever possible. When AT&T | DIRECTV is featured prominently as a product, or included with other AT&T products (e.g., wireless), use the product logo. This is the standard and preferred way to position AT&T products. Do not alter the product logo artwork in any way.

Product Name in Copy

When referencing AT&T | DIRECTV in body or headline copy, the ALL CAPS treatment is preferred. Do not express AT&T | DIRECTV as AT&T Directv, AT&T DirecTV or in any way other than the ALL CAPS version shown here.

DIRECTV **Additional Logos**

HARDWARE

Please note that in production of the following hardware, no ® or ™ is required.

SUB-BRANDS

For Events Only

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Our Brand **Typeface**

The DIN font is modern, sleek and geometric. It exudes DIRECTV's premium personality and represents the tone and feel of our brand.

Headlines are best represented in DIN Bold, Black or DIN Next Ultra Light Pro. Body should be represented in DIN Light, Regular and Medium.

We recommend designers optically kern all copy except legal. In addition, we prefer you compensate for DIN's naturally loose spacing by tracking in body copy. As an example, we've tracked all body copy in this book to -25 with leading set to 9.25/11.

Please do not stretch or distort the font.

We recommend using OpenType fonts.

DIN

DIN NEXT ULTRA LIGHT PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIRECTV **Typographic Conventions**

When referring to the DIRECTV brand names, it is important to adhere to the following typographic rules:

DIRECTV must always be in ALL CAPS, never lowercase or initial caps vs. lowercase.

DIRECTV

~~directv~~ ~~DIRECT TV~~

~~DirecTV~~ ~~Direct TV~~

~~DIREC**TV**~~

The DIRECTV url must always be shown in lowercase. DO NOT use "www." before it.

directv.com

~~DIRECTV.COM~~

~~www.directv.com~~

Our 1.800 number should always have periods between the numbers. "DIRECTV" should always be ALL CAPS. This rule only applies to lockups.

1.800.DIRECTV

~~1800 DIRECTV~~

~~800 DIRECTV~~

The following trademarks use initial CAPS with no space (DIRECTV-owned trademarks appear in blue font.)

DIRECTV GameSearch™

WorldDirect®

GenieGO™

Please follow this example for caps vs. lowercase.

DIRECTV HD

~~DIRECTV Hi-Def~~

~~DIRECTV High-Definition~~

~~DIRECTV hd~~

Pay Per View should not be hyphenated or lowercased.

Pay Per View

~~Pay-Per-View~~

~~pay-per-view~~

"GET SPORTS" should be separated by a SPACE, not a hyphen.

1.800.GET SPORTS

~~1-800-GET SPORTS~~

Our recommendation is to use DIN Black optical kerning, set at -25.

Legal Copy

For all legal blocks that appear in print, a font size of at least 6pt. should be used to maintain legibility. DIN Regular Condensed will generally work best. This only applies to using black type on a white background. When using white or light-colored type over a colored background, at least 8pt. type should be used to maintain legibility. Please note, all offer qualifiers that appear within the body of an ad must be at least 8pt. font regardless of type color.

In certain applications, it may be required to place legal in close or direct proximity to specific offers. Additional shapes and colors may be used to help accommodate the offer qualifiers so that they feel integrated into the communication. It is for these reasons that we highly encourage the use of Ad Builder and the Commercial Merchandise Center.

Understanding the basic use of legal copy and disclaimers does not preclude the RAP process. All ads must be submitted for approval.

DIN REGULAR CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

*For legal block text only.

Examples at actual size:

††Eligibility for local channels based on service address. Not all networks available in all markets. HD local channels not delivered in HD in all markets. ‡Professional and collegiate sports subscriptions sold separately. Blackout restrictions and other conditions apply. 1. To access DIRECTV HD programming, an HD Access fee ($10/mo.) and HD television equipment are required. Number and type of HD channels varies by package selected. HD local channels not delivered in HD in all markets. 2. Limited PPV titles available in 1080p. To view programs in 1080p, the following are required: a DIRECTV Plus HD DVR Receiver (model HR20 or later), an HDMI cable connecting the receiver and the television, and a high-definition 1080p24 television. Not all models are compatible. 3. HD channels include 5.1 surround sound when available from programmer. Additional equipment required and sold separately. "Dolby" and the double-D symbol are trademarks of Dolby Laboratories. 4. Requires Internet access via computer or mobile phone and directv.com login. Remote connections may vary. In rare instances, scheduled recording(s) may not be recognized. Only available on certain receivers. Visit directv.com/dvrscheduler for details. 5. Limit one viewing per DVR at a time. DIRECTV Whole-Home DVR Service requires a DIRECTV Plus HD DVR, a Whole-Home-enabled HD Receiver for each additional TV, HD Access ($10/mo.), DVR Service ($7/mo.) and Whole-Home DVR Service ($3/mo.) For more information, visit directv.com/wholehome. 6. Based on national offering of exclusive sports package and

††Eligibility for local channels based on service address. Not all networks available in all markets. HD local channels not delivered in HD in all markets. ‡Professional and collegiate sports subscriptions sold separately. Blackout restrictions and other conditions apply. 1. To access DIRECTV HD programming, an HD Access fee ($10/mo.) and HD television equipment are required. Number and type of HD channels varies by package selected. HD local channels not delivered in HD in all markets. 2. Limited PPV titles available in 1080p. To view programs in 1080p, the following are required: a DIRECTV Plus HD DVR Receiver (model HR20 or later), an HDMI cable connecting the receiver and the television, and a high-definition 1080p24 television. Not all models are compatible. 3. HD channels include 5.1 surround sound when available from programmer. Additional equipment required and sold separately. "Dolby" and the double-D symbol are trademarks of Dolby Laboratories. 4. Requires Internet access via computer or mobile phone and directv.com login. Remote connections may vary. In rare instances, scheduled recording(s) may not be recognized. Only available on certain receivers.

Legal Copy **(Continued)**

When setting legal copy in a digital space please feel free to use the pixel font Mini 7. The great thing about pixel fonts is that they can display well even at low resolutions, which is especially useful for legal.

USAGE:
Mini 7 must always be left aligned and set at 7pt. to display correctly. The x and y values panel in the text properties must not have decimals; if they do, the font will appear blurry. For best results keep all settings on whole numbers so as to keep the text positioned on the whole pixel.

Do not use bold or italics with pixel fonts. Simply choose the bold version of the font if you prefer a different style. Always keep pixel fonts set to be metric, kerned at 0 or whole sizes.

Mini 7

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Mini 7 Tight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Mini 7 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Mini 7 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Mini 7 Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

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Color **Palette**

These are the DIRECTV Brand Colors.
These colors have been optimized for vibrancy, balance and consistency.
They are intended to better match our logo and on-screen creative.

Primary Color Palette

In order to improve reproduction and evolve the brand, we've refined the DIRECTV color palette. PMS Process Cyan, PMS 3015 and PMS 2955 are now our DIRECTV Blues. It is recommended that these be used as the primary colors for all advertising and collateral applications.

In order to help transition this palette into use, please incorporate these colors into all new advertising and communications.

PMS PROCESS CYAN
C100
M0
Y0
K0

PMS 3015 C
C100
M30
Y0
K20

PMS 2955 C
C100
M45
Y0
K37

Accent Colors

The accent colors have been included to help add visual interest to layouts that require another layer of complexity.

Use at 100%.

Do not replace the primary colors with any of the accent colors.

Accent colors should only be used in about 1/16 of the total page layout.

The use of red should be very limited as it is the primary color used by DISH.

PMS 116
C0
M13
Y100
K0

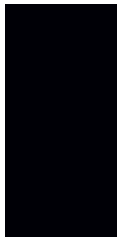
PMS 144
C0
M40
Y100
K0

PMS 1805
C0
M90
Y100
K20

DIRECTV Black

When using a Rich Black for coverage in print work, please use the following breakdown.

Do not use for text or in a layout without DIRECTV blues.



RICH BLACK
C60
M40
Y20
K100

Color **Proportions**

We are a blue brand. When considering the proportions of our brand colors within communications, always consider blues and blacks for a first impression. If you are creating multiple impressions within a single communication, the secondary colors can be incorporated. Below is an example of how to balance colors within communications.

PROPORTIONS FOR PRIMARY COLOR PALETTE WITHIN LAYOUT

The first impression should always be blue.

PROPORTIONS FOR SECONDARY COLOR PALETTE WITHIN LAYOUT

The use of red should be very limited as it is the primary color used by DISH.

The **Accent Colors**

Our brand is represented by the primary blue palette. In some cases, an accent color may be needed to draw attention to a layout component.

Our accent colors are yellow, orange and red, PMS 116, 144 and 1805. They are naturally occurring "complementary" colors on the color wheel. Therefore, they act as vibrant and active tools for drawing attention to important items by virtue of their contrast to blue.

The usage of accent colors must not exceed the primary blues within the total ad layout in order to protect the overall blue and white dominance.

DIRECTV. Now everywhere.
Instant access to your favorite movies and shows.
Uncut, commercial-free, and at no extra charge.
Catch up on past seasons and even create a customized Watchlist on select cell phones,* your iPad,* or laptop. All at no extra charge.
DON'T JUST WATCH TV. DIRECTV.
HBO GO
LOCK IN YOUR SAVINGS FOR 2 YEARS
$29.99
NFL SUNDAY TICKET INCLUDED
FREE HD DVR + HD RECEIVER
FREE HD
FREE
WITH EVERY PACKAGE YOU GET:
Switch now to get HBO GO® with DIRECTV. CALL TODAY!
Dealer Box Size: 6.5" x 1"
DO NOT CHANGE SIZE
POSITION MAY BE CHANGED
DIRECTV

Accent color does not exceed 1/16 of ad.

Primary colors

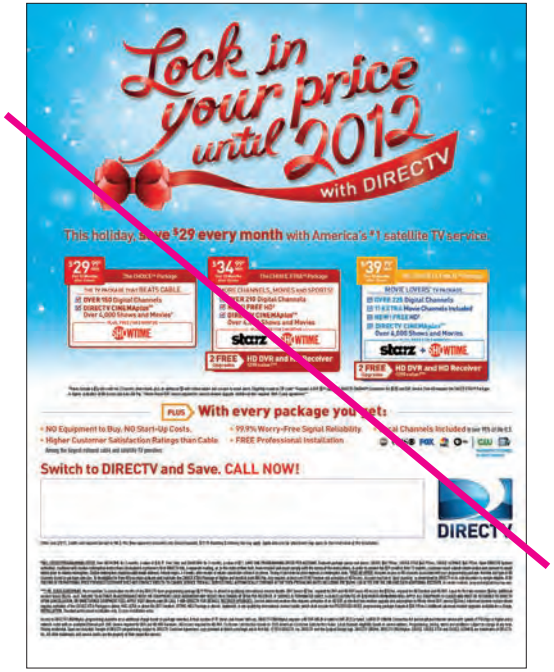
Incorrect Usage of **Red**

Fonts, colors and imagery are all part of the DIRECTV brand integrity. Our primary colors are PMS 3015, PMS 2955, and Process Cyan. When other colors are used to represent our brand, we lose our visual identity.

It is important to our brand that the color red be used with caution, as many of our competitors use red as their primary color. Always use PMS 1805 and not another shade of red. It is also crucial that the use of red ink should not override our messaging.

INCORRECT BRAND APPLICATION

INCORRECT BRAND APPLICATION



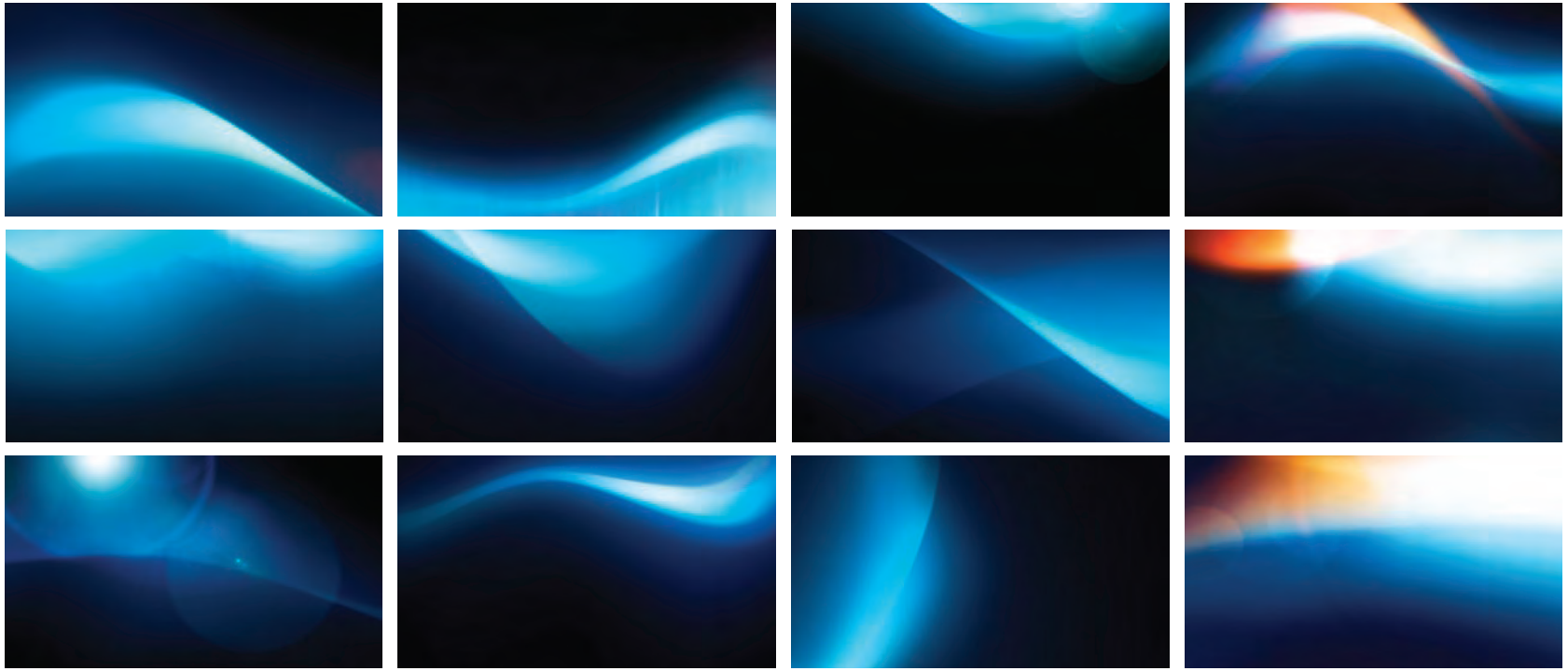
Accent colors should only be used as 1/16 of the total layout on the page. The usage ratio of red shown in these ads **exceeds** 1/16 and overrides our messaging.

New Gradient **Backgrounds**

We've added new gradient backgrounds! These new backgrounds emulate light projections and incorporate elements of our brand colors. They are meant to be platforms on which to build designs but not to distract from the primary message or visuals. They should be used as a recessive design element to quietly inspire, excite and illuminate DIRECTV communications. Please maintain brand color proportions when using in layout.

PRIMARY BACKGROUNDS

SECONDARY BACKGROUNDS



Gradient Background **Usage**

These new backgrounds have already been incorporated into projects as diverse as internal communications, the annual report and acquisition marketing. These new backgrounds have a lot of flexibility due to their abstract nature and can be used as elegant support for all DIRECTV communications. As a rule of thumb, it's better to blow up a portion of the background and keep it as abstract as possible.

EXAMPLES OF APPLIED NEW BACKGROUNDS

DON'T JUST WATCH TV. DIRECTV.
Exclusive offer.
customers only!
Save $120
A SPECIAL OFFER NOT AVAILABLE TO THE GENERAL PUBLIC!
You're getting a great price—
PLUS
$10 off every month for 12 mos.
In addition to DIRECTV's current promotional prices.
OTHER PACKAGES STARTING AT
$29.99/mo.
Everyday Low Price
FREE PROFESSIONAL INSTALLATION
NO EQUIPMENT TO BUY
NO START-UP COSTS
LOCAL CHANNELS
IN HD IN OVER 96% OF THE U.S.!
Save $120 when you call this dedicated number
1-XXX-XXX-XXXX
DIRECTV service and offers not available outside of the U.S.
You have the ultimate tablet.
Now get the ultimate TV experience.
SAVE $120
on top of our best price!
Save $120 when you call this dedicated number
1-XXX-XXX-XXXX
DIRECTV

- Do **NOT** crop in to a small section—particularly an area that shows an accent color.

- Try to keep the colors abstract and dark with only hints of light.
- Please be sensitive to keeping the colors close to the brand palette. This means keeping the blue cyan rather than purple, not using too many off-brand colors and, most importantly, maintaining the ratio of brand colors.

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DEALER STATIONERY 40
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Ad **Builder**

How do you get a multimillion dollar ad agency to work for you for free? Use Ad Builder.

This easy-to-use resource allows dealers and other DIRECTV providers to create their own DIRECTV ads—saving you time and money, and targeting local markets quickly.

All advertising and marketing materials are customizable, so you can include your business name, phone number, address and logo. You can even highlight different offers like next-day installation or promotion codes.

EVERY GAME. EVERY SUNDAY.
2013 NFL SUNDAY TICKET NOW INCLUDED AT NO EXTRA CHARGE. ONLY ON DIRECTV.
ASK A SALES ASSOCIATE FOR DETAILS.
DIRECTV

What NOT to Do in **Retail Ads**

Like other premium brands, we never compromise our brand integrity with silly clip-art images or too much clutter on the page.

Please avoid using anything other than approved image assets. (Hint: doing this will help expedite the RAP process.)

Remember, our brand voice should reflect our premium positioning and confident tone:

- DIRECTV's entertainment packages include all of your favorite channels.
- DIRECTV has the latest in DVR technology.
- DIRECTV's service is second to none.
- DIRECTV is an excellent value.

INCORRECT BRAND APPLICATIONS

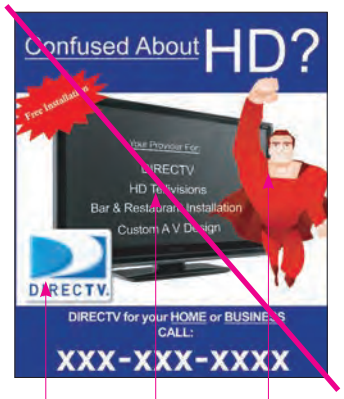
We prefer more exciting lifestyle imagery.

Refrain from using images that do not support our position as a premium brand.

Use an approved background image provided on the DALI.

Remove dish antenna image. By using the approved logo we eliminate the need to show dish antenna imagery.

Use approved DIRECTV Authorized Dealer logo found on DALI and separate from dealer information with a 1pt. rule line. DIRECTV logo should be 25% smaller than dealer information.



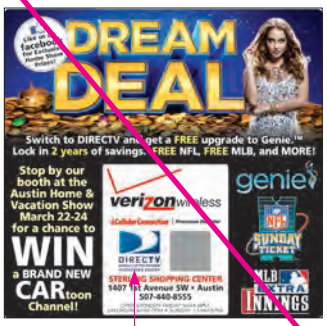
Avoid spelling errors: "Television"

Use images that reflect a sophisticated brand.

What NOT to Do in **Retail Ads** (Continued)

Refer to Ad Builder for examples of pre-approved ads.

INCORRECT BRAND APPLICATIONS


DREAM DEAL
Switch to DIRECTV and get a FREE upgrade to Genie.™
Lock in 2 years of savings. FREE NFL, FREE MLB, and MORE!
Stop by our booth at the Austin Home & Vacation Show March 22-24 for a chance to WIN a BRAND NEW CAR
toon Channel!
verizon wireless
genie
DIRECTV
SUNDAY TICKET
MLB EXTRA INNINGS

Use approved DIRECTV Authorized Dealer logo found on DALI and separate from dealer information with a 1pt. rule line. DIRECTV logo should be 25% smaller than dealer information.

Refrain from using images that do not support our position as a premium brand.

DIRECTV **Authorized Dealer Logos & Assets**

FULL COLOR

2-COLOR

BLACK AND WHITE

Logo should be a minimum of 0.5 inches in height or width.

FULL COLOR KNOCK OUT

METALLIC

DIRECTV / Proper Spelling for Consumers

There are lots of ways you could spell DIRECTV, but only one way you should. We've noticed a number of spelling variations, including DIRECTTV and DIRECT TV. When our name is spelled correctly, it makes it easier to find helpful content and resources. The ultimate television experience begins with the right spelling—DIRECTV.

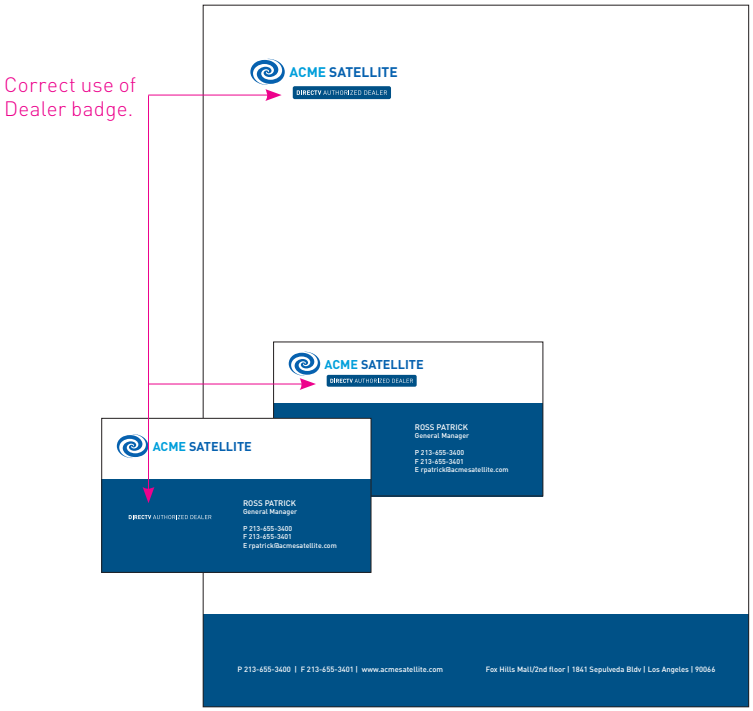
AUTHORIZED DEALER BADGES

Dealer **Stationery**

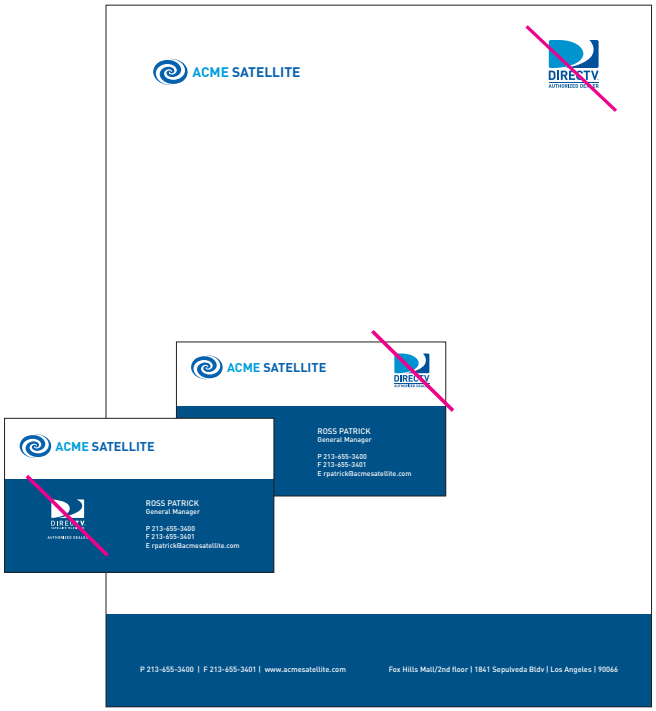
DIRECTV does not have dealer stationery available for download—only recommendations for how a dealer should be identified. The DIRECTV logo is not to be used on Dealer stationery under any circumstances.

You can use the DIRECTV Dealer badge combined with the Dealer logo on stationery. In advertising, you may use the Dealer badge or the DIRECTV logo, but not both.

Correct lockup usage.



Incorrect lockup usage.
Do not use the DIRECTV logo with Dealer stationery.



Store **Signage**

DIRECTV Preferred Dealer Signage

The DIRECTV Preferred Dealer logo signage should be used only for exterior building surfaces, and only one sign should be placed per building wall. In all cases, the Dealer's name must not be more than 25% smaller than the DIRECTV Preferred Dealer logo.

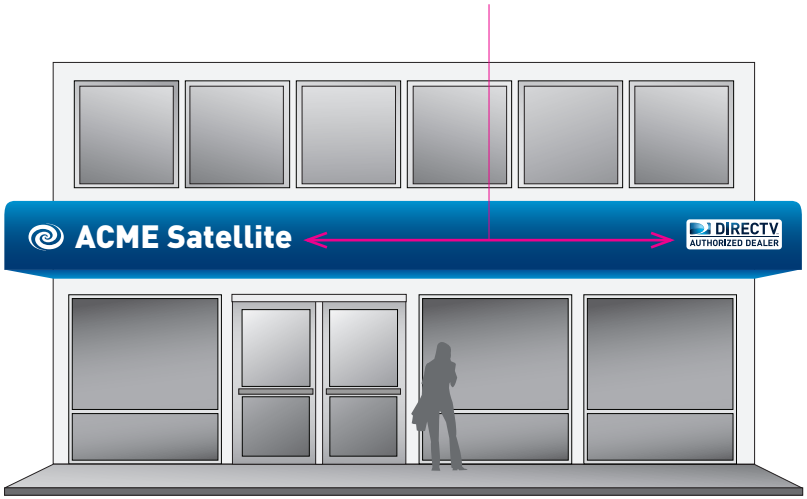
Dealer logo and DIRECTV logo should have the preferred maximum possible separation. Preferred Dealers can select from a 4' or 2' wide vertical sign or a 6' or 4' wide horizontal sign.

DIRECTV Authorized Dealer Signage

The Authorized Dealer logo signage should be used only for exterior building surfaces, and only one should be placed per building wall. In all cases, the Dealer's name must not be smaller than 100% of the DIRECTV Authorized Dealer logo.

Authorized Dealers can select from a 3' or 2' wide vertical sign or a 4' or 3' wide horizontal sign.

Please be sure to keep all DIRECTV logos and Dealer company names or logos far apart.
Your company name/logo must be displayed on the signage if you are using a DIRECTV mark.
Only using the Authorized Dealer logo or lockup is not permitted.



VERTICAL SIGNAGE, 3' OR 2' WIDE

DIRECTV
AUTHORIZED DEALER

HORIZONTAL SIGNAGE, 4' OR 3' WIDE

DIRECTV
AUTHORIZED DEALER

Merchandise

To help with applying our logo on merchandise, we've created both vertical and horizontal versions of the new DIRECTV logo in white knockout.

We recommend using the full-color or 2-color logos wherever possible, with the knockout version as a last resort.

DO NOT use the white knockout logos on anything other than merchandise.

MERCHANDISING KNOCKOUT LOGOS
Reversed/white logos (vertical and horizontal) on color background.

Email **Signature**

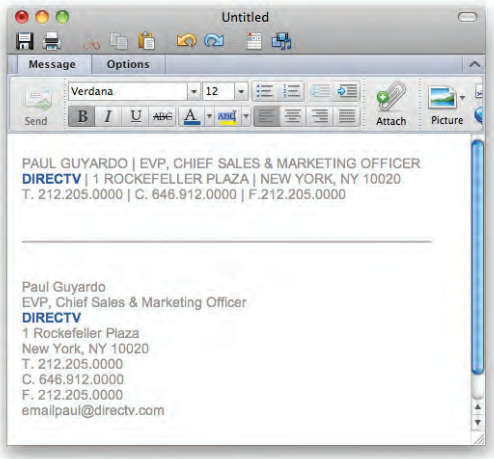
Email signatures are not mandatory, but here you'll find some general guidelines:

- Fonts should be a web safe sans serif. We suggest the typeface Arial, 12 pt. and under, with these color options: Black, Gray and/or anything within the DIRECTV palette.
- DIRECTV should be spelled correctly and in ALL CAPS.
- Use periods, not dashes, in phone numbers.

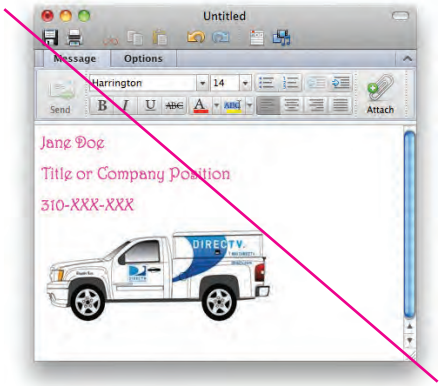
The following are guidelines that summarize what NOT to do:

- Please do NOT attach the DIRECTV logo to your email signature. Additionally, do NOT attach clip art or icons as part of your signature. This includes envelope icons, kittens, smiley faces or "go green" images with trees.
- Please do NOT attach the DIRECTV tagline to the DIRECTV logo.
- Please do NOT use off-brand colors (see color guidelines).

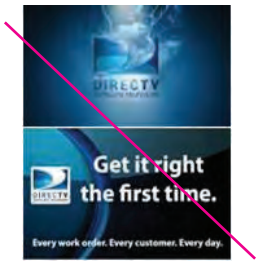
Do: The amount of info you provide in your signature is up to you (e.g. some employees choose to remove a fax number or email address).



DON'T: Please do NOT use off-brand colors, flourishy fonts, or any kind of clip-art.



DON'T:



Gut Check

Building a brand is a long-term commitment—that's why these rules are in place.
When creating ads, ask yourself: "Is this a positive reflection of our brand?"

- [ ] 1. Have I used the new updated logo?
- [ ] 2. Are the new DIRECTV blues the primary color palette?
- [ ] 3. Did I use the proper accent colors provided in these guidelines and NOT create my own?
- [ ] 4. Am I using DIN BOLD or BLACK as the headline font?
- [ ] 5. Did I place the new tagline at the end of body copy without it merging into the logo?
  Don't Just Watch TV. DIRECTV.®
- [ ] 6. Is there enough white space and breathing room around the DIRECTV logo?
- [ ] 7. Is the 1.800 number in DIN Bold with periods in between the numbers?
- [ ] 8. Is the directv.com URL shown in lowercase without "www." before it?
- [ ] 9. Does all legal language meet the minimum font-size requirements?
- [ ] 10. Does the tone of the ad align with that of a premium brand?
- [ ] 11. Ordinary Brand Book checklists go to 10. Ours goes to 11.

DIRECTV